

In the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1 1. (Currently Amended) An electronic (e-) commerce ~~support~~ system
2 comprising:
3 a shop server provided on which is a shopping mall including a
4 plurality of virtual shops;
5 a virtual-shop retailer system having at least a terminal provided
6 for each of a plurality of retailers who own the virtual shops; and
7 an e-commerce support system shared by the retailers and
8 connected to the virtual-shop retailer system via the Internet, wherein the
9 e-commerce support system includes,
10 a Web server to which each retailer makes an access via a
11 terminal of each retailer over ~~a network~~ the Internet, thus performing
12 access management for each retailer;
13 a database storing data for each of functions required for e-
14 commerce; and
15 an application server to establish each of the functions by using
16 the stored data, necessary functions among the functions required for e-
17 commerce being offered to each retailer and available through the
18 terminal of each retailer over the ~~network~~ Internet, the necessary
19 functions depending on each retailer having the virtual-shop retailer
20 system having at least the terminal.
- 1 2. (Currently Amended) The electronic commerce ~~support~~ system according
2 to claim 1, wherein the functions include at least a shop creation function,
3 a running management function, a charge and settlement function and a
4 delivery function.

1 3. (Currently Amended) The electronic commerce ~~support~~ system according
2 to claim 1, wherein each function is put into a module.

1 4. (Currently Amended) The electronic commerce ~~support~~ system according
2 to claim 1 further comprising:
3 a table storing membership numbers assigned to customers by
4 each retailer and membership identification numbers assigned to
5 customers by the electronic commerce supporting system irrespective of
6 each retailer but corresponding to the membership numbers;
7 a customer database storing personal data on the customers for
8 each of the membership identification numbers; and
9 a certificate server to authenticate a customer using the table and
10 the customer database in response to a membership number sent by a
11 retailer via the terminal thereof, a result of authentication being sent only
12 to the terminal of the retailer which has made an access to the certificate
13 server for customer authentication.